wybc 640 ON YOUR DIAL

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

November 10, 1950

Miss Marilyn Moss
Radio Station WCSR
10½ Prospect Street
Northampton, Massachusetts

Dear Marilyn:

It has been so long since Mountain Day now that I have no idea of how many moons ago I promised to write you. Please accept my apologies for the delay, and also, in advance, for my bad typing.

I can not really go into a full detailed exposition of our heeling system in a letter, but I will try to give you the basic outlines, as they might possibly be applied to your situation.

1- We do not take everyone who heels on as a member. This is very necessary. If you do not limit your membership you will get a great deal of dead wood on the board, which, as I understand it, you now have. Dead wood not only does not contribute but also lowers the working morale and efficiency of the active members.

2- We work the heelers to the maximum for two reasons. First, it is necessary for the operation of the station; second, it makes them thoroughly familiar with the station by the time they become members. I imagine you could work your more than you do, though obviously you can not expect them to do as mouch as ours do.

3- We do not let an unlimited number heel at one time. I have found that twenty-five is the maximum that can be handled efficiently. This works out all right, since we always have a competition in progress. As far as I know there isno reason you could not have continuous comps of any length of time you wished and thus let everybody who wants to heel do so while maintaining top operational quality.

4- We have certain minimum standards of advertising slaes, announcing, engineering, procedural knowledge, etc. which a heeler must meet in order to be considered for election to the board. This insures that no one gets on sheerly for time put in without being of any real value to the station.

That briefly is the framework of our heeling setup. Naturally all the details depend on the station's particular needs and practices. Hoqever, I imagine some of it would be applicable to your station. Please let me know if there are any other aspects of it you would like to hear about. Basically, you have to resolve the business aspects of the station above the purely "fun" side if you want to get anywhere.

One other thing. The members would be interested in coming up some Friday evening this year and broadcasting over WCSR again, if you would still put up with us. I have no idea whether or not this would still be possible with your network operation committments, but if it is and if you want us, please let me know, or at least tell Selma. I think the best time for us would be in January or February, or at least after the football season is over.

Thanks for reading this far and bearing with all the typing errors. I never was much of a stenographer.

Once again, please don't hesitate to ask me anything else you may want to know about our heeling system. I hope this is some assisstance to you.

Sincerely,

YALE BROADCASTING COMPANY, INC.

Tony Schulte

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